

Track: CAHPS College
Date & Time: April 19, 2010, 2:00-5:00 PM

Reporting Survey Results to Consumers

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Why We Report Quality Data

- To inform consumers and other audiences
- To encourage and direct quality improvement efforts
- To help people make better decisions

But also (less ambitiously):

- To fulfill reporting mandates
- To put data “out there”

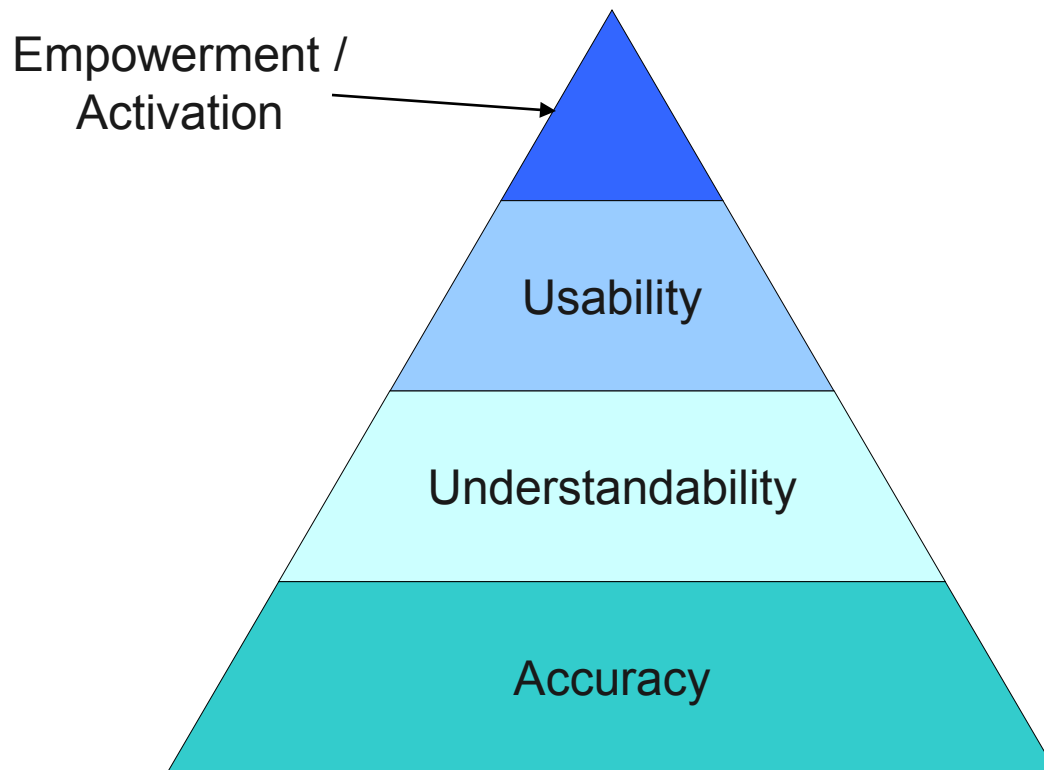
Why We Report CAHPS Survey Data

- The CAHPS surveys were designed to be reported to consumers
- The survey items cover important domains of patient experience
- Consumers have told us that:
 - They care about these domains
 - They want to hear about these domains from other consumers

What Public Reports Can Do for Consumers

- Support a range of decisions consumers must make:
 - Choosing a health plan
 - Choosing a health care provider or facility
- Make quality more salient in these decisions
- Facilitate discussions with family, friends, and co-workers
- Start conversations with health care providers and discharge planners

Hierarchy of Goals for Reporting



Reporting Challenges

- Little public awareness of the amount of variation in quality among plans and providers
- Limited familiarity with the idea of health care quality measurement
- Inherent complexity of the health care system and the language used to describe it
- Low literacy, numeracy, and web skills, especially among older consumers, who also use the most health care

Reporting Challenges

- Reports are of interest mainly when consumers are near a decision point
- Looking at quality information is not fun, and consumers are only willing to do it for a few minutes

Key Lessons from CAHPS Experience

- For reports to be effective, people need to:
 - Know they exist
 - Have them in hand or know where to find them
 - Look at them for at least a few minutes
 - Understand the measures and see them as relevant
 - Consider the data to be trustworthy
 - Be able to navigate the report easily
 - Be able to interpret and integrate the information
 - Be able to use the information to meet their own goals

Key Lessons from CAHPS Experience

Reports need to be:

- Short
- Attractive
- In plain English (Spanish, etc.)
- Easily navigable
- With graphic displays that clearly show high and low performers
- Can be layered to provide more information to those who want it

Planning for Effective Reporting

- Learn about your audience
- Define goals and priorities
- Identify resources
- Consider barriers and facilitators

Planning for Effective Reporting

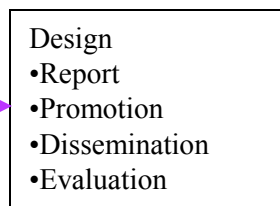
- Plan for promotion and dissemination from the beginning
- Test and evaluate
 - While designing the report
 - After the fact
 - Expert consultant

The Reporting Cycle

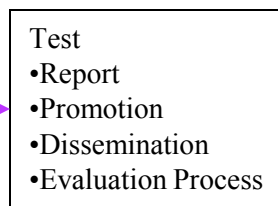
Planning (Principles 1-4)



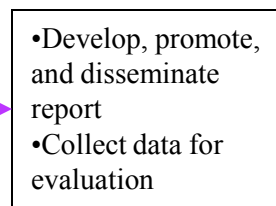
Design (Principles 5-7)



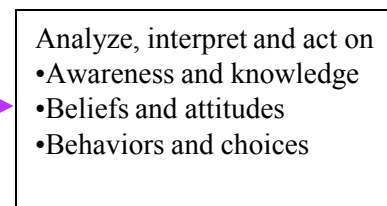
Testing



Implementation



Evaluation



Start with Your Audience

- Know your audience
 - Who they are
 - What they care about
 - What they know and understand
 - What actions they can take
 - What drives those actions
- Adopt their point of view
 - They are not like you

Tailor the Report to the Audience

- Place new information in context
- Tie it to something the audience wants
 - High-quality health care for the family
 - Avoid bad experiences with health care
 - Quality at an affordable price
- Make it meaningful, related to experience

The Planning Context – What's Feasible?

- Identify resource and other constraints
 - Budget
 - Timeline
 - Organizational and political
 - Staff and vendor capabilities
 - Potential partners
- Manage others' expectations

The Planning Context – Barriers and Facilitators

- Consider barriers and facilitators
 - Setting in which information is provided
 - What do users have to do to get to information?
 - Timeliness of information
 - Language and cognitive barriers
 - Pushback from those being evaluated
 - Trusted intermediaries
- Figure out how to overcome them or turn them to your advantage

Choose Goals To Guide Your Approach

- Helping people make better decisions involves more than providing facts
- To affect decisions, identify the key determinants
 - Don't assume people will abandon their usual decision process and use your report instead
 - Consider other information besides quality
 - Help consumers integrate and evaluate information

Defining Goals Involves Tradeoffs

- No report can be all things to all audiences
 - If you have different audiences to reach, you may need to create different reports
 - “Layering” can often be helpful
 - Making quality reports evaluable can make them controversial
- Set priorities and make explicit tradeoffs

Promotion and Dissemination

- Think of the report as a product that needs to be marketed
- Potential users need to be primed
- Delivery should be timely and convenient
- Successful dissemination requires advance planning
- Consider community-based organizations or other intermediaries

Testing and Evaluation

- Build in ongoing testing and evaluation at each stage
- The best evidence for what works for your audience is locally gathered
- Evaluation needs to be planned
- Document lessons learned so they will be available in institutional memory

The Reporting Cycle

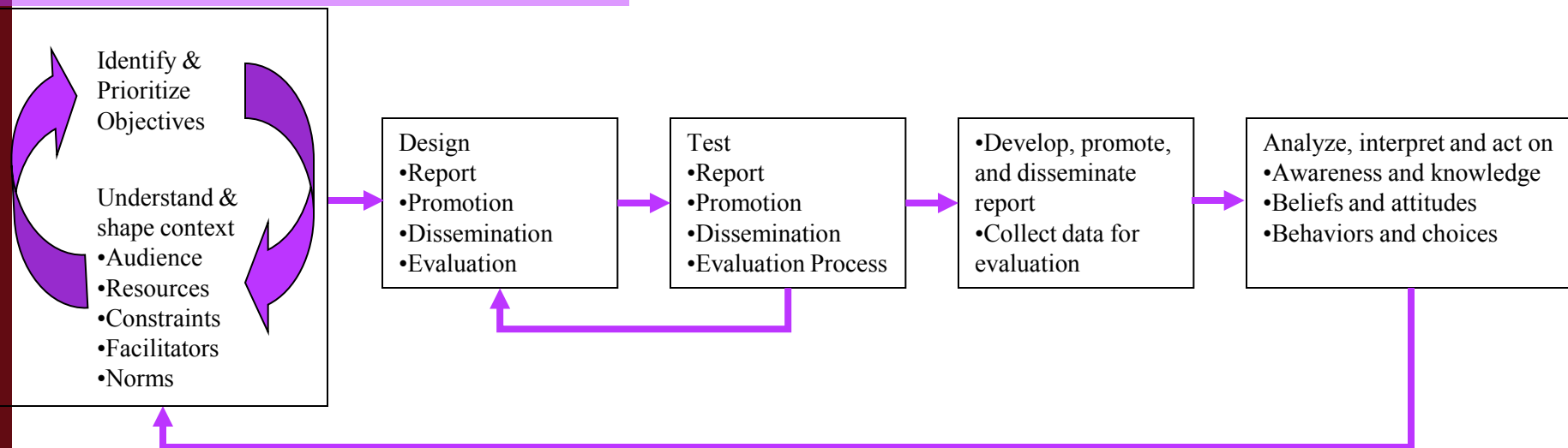
Planning (Principles 1-4)

Design (Principles 5-7)

Testing

Implementation

Evaluation



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Are you trying to help health care consumers choose high-quality health plans, hospitals, doctors, or other providers of care? Explore this site to learn how to communicate quality information that's understandable and useful.

How to produce effective reports

[Plan your reporting project](#)

What is your project's scope and how will you achieve your goals?

[Create your report](#)

What will you report? How will you explain and present this information?

[Disseminate your report](#)

How will you ensure that people have and use the information?

[Assess your reporting project](#)

How will you know what worked and what to do differently next time?



Spotlight

[Getting Tools Used:](#)
[Research on decision-making tools from the Center for Advancing Health](#)

[The Community Quality Collaborative Leader's Guide to Engaging Consumer Advocates](#)

Your Project Checklist

Plan your report with the help of these action items and key questions.

[Make the case for consumer reporting](#)

[Check out real reports](#)

Search the Report Card